

HISTORIC PHILADELPHIA

and Vicinity

Independence Hall National Park

The Liberty Bell

Betsy Ross House

Valley Forge Memorial Park

University of Pennsylvania Campus

University Museum

Temple University Campus

Chapel of the Four Chaplains

Old Christ Church

Winterthur Museum and Longwood Gardens

Admiral Dewey's flagship "Olympia"

Franklin Institute, with Fels Planetarium

City Hall Tower and Statue of William Penn

(a wonderful view of the city)

Philadelphia Museum of Art

CHALLENGE

The 61st National Convention will by no means be a typical Convention. There is much business that must be brought before the Brothers assembled. It is absolutely vital that Alpha Chi Rho take new though firm steps to improve the Fraternity in the face of current challenges.

The most general challenge the Fraternity faces is one confronted by the entire fraternity system — a challenge to its very existence as a system. We cannot avoid our critics, we must face them. In that process we shall find the criticisms that are valid, and see if they can be constructively combatted. These must be differentiated from the unfounded criticism directed at fraternities by the misinformed. They too must be combatted.

But even beyond this problem rests a more specific challenge to fraternities, which urges us to a self-evaluation. We must define what the active role of the National Fraternity is, and we must take definite steps to act effectively in that role. The Resident Chapters are in need of greater assistance from the Fraternity. **At the 1963 Convention an effort must be made to define their needs and find a way to assist them.**

The potential of the Fraternity in terms of size presents a provoking challenge toward expansion of the Fraternity. Alpha Chi Rho must find a way to reach more college undergraduates in the future, to make fraternity a meaningful aspect of the life of the student of tomorrow. In this Convention it is hoped we will mobilize the Brotherhood in a thorough and well delineated program to expand the Fraternity to other campuses, and to revitalize Chapters now inactive. **The 1963 Convention stands as a particular invitation to graduate Brothers of Chapters no longer active on a resident level. "We will return!"**

Inherent in each decision of the National Fraternity committing it to vigorous action is the challenge of the ways and means of accomplishment. The Fraternity needs a more active force of Brothers to carry out and support the programs necessary to the growth and development of the Fraternity. The Fraternity also needs to be in a stronger financial position to meet the expenses of greater service. **The 1963 Convention must find a**

resolution to this problem of financial support for the Fraternity.

Hand in hand with the problem of the resources of the Fraternity is the challenge of personnel for the many projects the Fraternity must conduct. The greatest source of personnel is among the graduate Brothers themselves. The experienced men who have graduated as Alpha Chi Rhos in years past can be of tremendous assistance in meeting the challenges that face both the Fraternity as a whole and the individual Chapters. **The 1963 Convention promises not only to bring the Brothers together for deliberation, but to mobilize all the Brothers, graduates and undergraduates alike, toward effective and organized action.**

You will notice from the schedule of the Training School the extent of the program which the undergraduates will cover before coming to the Convention sessions. They will be searching for answers to these same challenges, and will profit from the opportunity of gaining a wider perspective, while at the same time the entire Fraternity will gain from the constructive results of their efforts. The undergraduates are desireous of a Convention of accomplishment. **At the 1963 Convention they want to learn something about their National and about their graduates. They also want to participate in analyzing these challenges and making decisions, and then in implementing these decisions in the face of the challenge.**

We invite all Brothers, even if they are not delegates to the Convention, to come early and attend the Training School. The greatest service the Fraternity can impart is to the undergraduates; graduate interest is based on assisting the Resident Chapters. **At the 1963 Convention the entire Fraternity wants the undergraduates to come and take an active part in the affairs of their National Fraternity.**

To the graduates of the Fraternity, your Convention Committee wishes to express its particular desire and interest that you should attend this crucial Convention. Your mature outlook, your diverse experience, your insight into the lasting values of fraternity, your capacity for accomplishment in the world, qualifies you in a special way to take part in an active way in the deliberation and activity that will arise in the Sixty-first National Convention of the Fraternity.

ALPHA CHI RHO NATIONAL CONVENTION

SEPTEMBER 6-7, 1963

at the

BENJAMIN FRANKLIN HOTEL
PHILADELPHIA, PENNA.



your Hosts — Phi Phi Chapter

University of
Pennsylvania

Epsilon Phi Chapter
Temple University



TRAINING SCHOOL PROGRAM

TUESDAY — CHAPTER DAY

"How to Run a Chapter" — Rushing — Pledge Training — Finances — Ritual

Experienced Leaders in their fields will lead open discussions with Delegates searching for Clarification of Issues and seeking Solutions.

WEDNESDAY — CHALLENGE DAY

"A CHALLENGE TO US ALL" —

A Fraternity critic will speak as a guest of the Fraternity. — A Successful Fraternity will Respond.

THURSDAY — SCHOLARSHIP DAY

"SCHOLARSHIP IMPROVEMENT"

Dean Slocum, our National Scholarship Officer, will present a dynamic program for scholarship improvement in Alpha Chi Rho.



1963 NATIONAL CONVENTION PROGRAM

**Thursday,
September 5, 1963**

3:00 P.M. Registration — (Mezzanine — to Benjamin Franklin Hotel)

6:00 P.M.

8:00 P.M. Informal Reception (Stag)
Phi Phi Chapter House,
219 South 36th Street,
Philadelphia, Pennsylvania.

**Friday,
September 6, 1963**

9:00 A.M. Registration — (Mezzanine — to Benjamin Franklin Hotel)

6:00 P.M.

9:00 A.M. Opening Session National Convention — Grand Ball Room Committee Appointments

12:30 P.M. Luncheon (Stag) —
Franklin-Barry Rooms
Toastmaster — Paul K. Addams,
Phi Phi Fraternity President.
Speakers — Officials of University of Pennsylvania and Temple University.

Awards
2:00 P.M. Afternoon Session —
Grand Ball Room
New Business.

7:30 P.M. Dinner-Dance (Semi Formal)
Franklin-Barry Rooms

**Saturday,
September 7, 1963**

9:00 A.M. Registration — (Mezzanine — to Benjamin Franklin Hotel)

12:00 Noon

9:00 A.M. Closing Session —
Grand Ball Room

1:00 P.M. Feast of the Fraternity —
Grand Ball Room
Toastmaster — Hon. Hugh Scott,
Phi Zeta, United States Senator,
Pennsylvania.
Speaker — Dr. John A. Brown,
Epsilon Phi, Vice-President,
George Washington University.
Awards

LADIES PROGRAM

THE GARNETTES

Friday,

September 6, 1963

9:30 A.M. Walking Tour — Independence Square and Elfreth Alley

12:30 P.M. Luncheon — Famous OLD Bookbinders Restaurant

2:00 P.M. Movie — Theatre Party followed by Cocktails

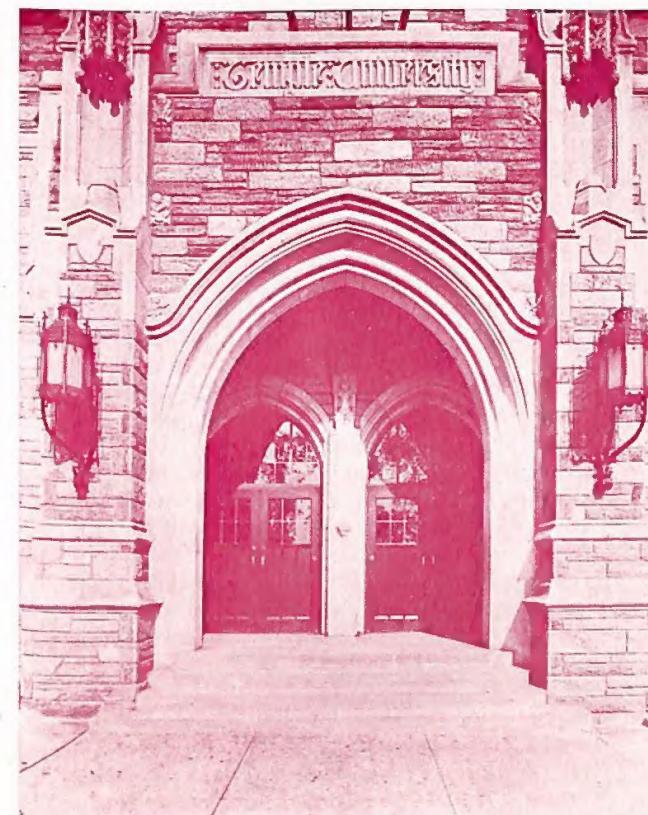
7:30 P.M. Dinner-Dance (Semi Formal) — Franklin-Barry Rooms Benjamin Franklin Hotel

Saturday,

September 7, 1963

Morning Free for Shopping or Auto Tours

1:00 P.M. Feast of the Fraternity —
Grand Ball Room



REGISTRATION BLANK

(Please detach and mail to Edward E. Russell, Room 1302 Land Title Building, Philadelphia 10, Pennsylvania.)

Please make the following reservations to attend the 1963 National Convention in Philadelphia, Pennsylvania attached is my check for \$..... (Make all checks payable to 1963 Alpha Chi Rho National Convention.)

Name

Street

City State.....

Chapter Year.....

I will be accompanied by:

STRIP TICKETS

Brothers	Guests
\$ 1.50	Registration
4.50	Stag-Luncheon - Friday
7.50	Dinner-Dance - Friday*
5.50	Feast of the Fraternity - Sat.
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\$19.00	TOTAL
	\$14.00

I will not make the entire convention, please register me for the events checked.

*Please state preference of FISH or MEAT for Dinner-Dance Friday Evening.

Meat

Fish

ADVANCE Registration is URGED. Your Strip Ticket will be waiting for you at the Registration Desk.

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 2566 Sec. 510 P.L&R. Philadelphia Pa.

THE BENJAMIN FRANKLIN

CHESTNUT AT NINTH ST.

RESERVATION DEPARTMENT

PHILADELPHIA 5. PA.



Please reserve accommodations as checked (✓) below

Name
(Please Print)

Address

City State



THE BENJAMIN FRANKLIN
PHILADELPHIA'S LARGEST HOTEL

PLEASE MAKE YOUR RESER-
VATION AT ONCE. This will
assure the accommodations you desire
and a written confirmation to you.

PHILADELPHIA'S LARGEST HOTEL

Date Arriving Hour A. M.
P. M.

Date Departing Hour A. M.
P. M.

Room and Bath for One — Per Day \$7.00

Double Room with Bath for Two — Per Day \$11.00

Twin Bed Room with Bath for Two — Per Day \$12.00

SUITE—Living Room, Bed Room and Bath
For One or Two—Twin Beds \$30.00 \$35.00

THE FRATERNITY OF
ALPHA CHI RHO
SEPTEMBER 6—7, 1963